



STAFF REPORT

TOWN COUNCIL MEETING OF JULY 14, 2015

To: Town Council

From: Town Manager

Subject: Selection of a Web Site Design Firm to Update the Town's Web site

Date: June 30, 2015

RECOMMENDED ACTION:

Hear each firm's presentation, discuss and ask questions, open public comment and move to select one of the firms to update the Town's Web site.

DISCUSSION:

At the February 28, 2015 Town Council Strategic Plan Retreat, the Town Council set a goal for this year to have the Town's Web Site updated. Some specific desires were to:

- Link Social Media
- Link with Chamber
- Better Town Calendar
- Pictures of Events

Staff contacted several web site design firms and requested proposals to update the Town's Web Site. Three firms responded with proposals:

- TLC Tech-line Computers
- Doodad Studios, LLC Designwerks Media
- Ask Yvi Web Site Development

Attached are the proposals in the order received. Each firm will be given 15 minutes to present their vision for the Town's Web Site. All have a very good grasp of the need and desired outcome of the Town. The Town Clerk and Town Manager met with each firm to express the Town's desires.

Prices range fairly dramatically as can be seen by the proposals. Upon selection of the firm to update the Web Site, staff recommends the Council make a motion to direct the Town Manager to enter into a contract with the selected firm with an amount not to exceed limit.

CEQA:

There are no CEQA issues associated with this item.

FINANCIAL IMPLICATIONS:

There is \$5,000 included in the 2015/2016 Town Budget. Additional costs would have to come from General Funds.

Attachments:

Tech-Line Computers proposal

Doodad Studios, LLC Designwerks proposal

Ask Yvi proposal



900 Fulton Avenue, Suite 100-5
Sacramento, CA 95825
(916) 993-1006

To: Town of Loomis

March 13, 2015

I enjoyed meeting with you yesterday. I love the Town of Loomis and I'm excited to possibly have the opportunity to work with you.

I've been doing this for over 28 years and have refined my efforts to accomplish several goals when designing and implementing a web presence.

1. Make it easy to understand.
2. Make you proud to own the site.
3. Offer great training on its use.
4. Listen to your needs.
5. Make it perform well in searches.
6. Make no proprietary components.
7. Protect it from hacking.
8. Provide unparalleled support.

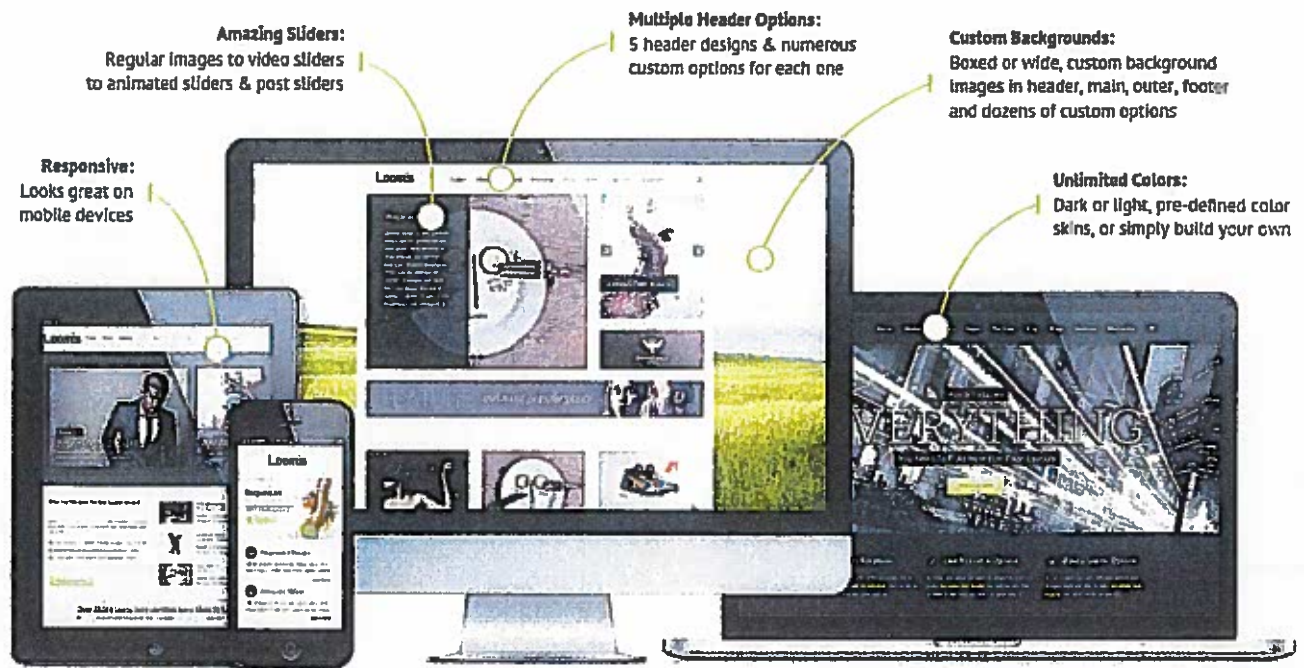
With the site structure I propose you have almost endless options available and unlimited paths you can take. You can easily integrate resources into your site like the linking with the Chamber of Commerce site that you mentioned. Here's a few other ideas that can be added when and if you desire.

1. Energy rebates or cost effective energy-efficiency improvements information.
2. Forms that will help your flow of communications. (Only when you're ready.)
3. Links to off-site resources that don't send visitors away from your site.

The website should be a living tool or resource that can grow as needed. I take great efforts to not design you into any dead-ends and a very important effort is made to not overwhelm you.

The next few pages will remind you of some of the features I plan to build-in. Keep in mind that the pictures are not a true mock-up of your site. I include them to help the description.

David Lucht
993-1006 Office
247-2458 Cell



Clean, Professional Design – Good on Any Device!

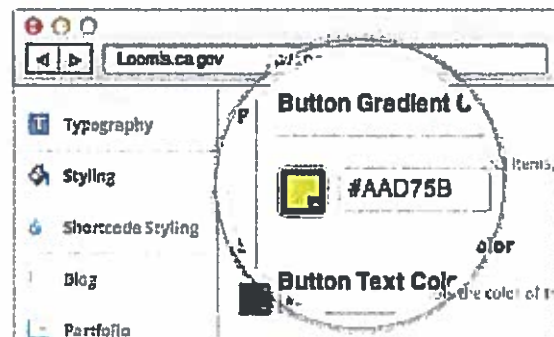
Ultra-Responsive Design

Your website will be 100% responsive, each and every element you see is fully responsive. And the responsive mode can easily be turned on or off in the theme options panel!



Advanced Theme Options

I include an extremely advanced theme options panel that allows you to quickly customize the theme without knowing a single line of code. These are powerful options!



Powerful Page Options

Your website's meta options make it easy to customize your content for each page, blog, portfolio or FAQ post. Apply sliders, backgrounds, colors, icons, sidebars to name a few.



Headers & Megamenu

I build-in 5 different header designs to choose from, a sticky header option and a widgetized megamenu! (You really need this for your extensive menus.) Unlike other web developers, I give you control over the header elements.



Premium Sliders

This design has you covered with sliders for regular images and videos, or beautifully animated slides, or post sliders. Layer Slider, Revolution Slider, Fusion Slider & Elastic Slider!



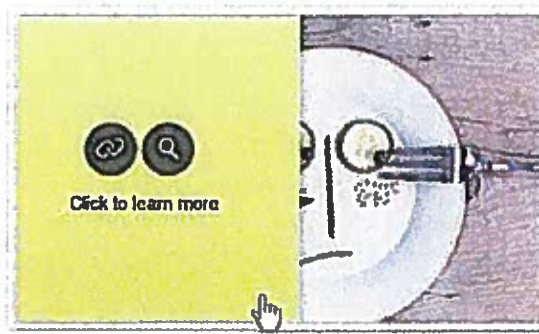
Advanced Blog Options

6 Layouts to choose from; unlimited blog pages, custom categories per page, premium sliders, rollover effects, custom featured image size per post to name a few!



Advanced Portfolio Options

Multiple layout styles, unlimited portfolio pages, custom categories per page, rollover effects, full or half-width detail page, custom featured image size, filters to name a few! This is the feature you really liked on some of my current projects that I shared.



A Word About Security

I build-in leading cyber security solutions for websites. I provide a Complete Anti-Virus and Firewall Package for your website including two-factor authentication, a firewall incorporating machine learning and tools to help recover from a hack.

Let's Not Forget Search Optimization

I setup one of the most complete SEO plugins available. It offers everything you need to optimize your site and will easily optimize your site's titles and descriptions for Google. This will automatically generate XML Sitemaps, quickly tidy up permalinks, and remove unnecessary bloat from your website's code.

Manage and Monitor

My TLC site monitoring will keep all your website components up-to-date. You can learn more here. <http://imarkhosting.com/host/managed-hosting/> This is included free for 3-years, if you choose to have me design your site.

Please feel free to call if you have questions or need additional information.

David Lucht
993-1006 Office
247-2458 Cell



Doodad Studios, LLC
Designwerks Media

TOWN OF LOOMIS

Doodad Studios, LLC
7211 Galilee Road, #135
Roseville, CA 95678

(916) 517-9855
shaun@doodadstudios.com
www.doodadstudios.com
www.designwerksmedia.com
www.iconictshirts.com



Our Team

Our Creatively Diverse Team is Equipped with a Broad Skill Set.

Doodad Studios is a digital studio located in Roseville California. Formed the end of 2008 under the Corporate name of Doodad Studios LLC we have grown as one of the leading companies in the area. We employ a talented team of artist, designers, programmers, and animators who continually take things to new levels on every new project. Our belief has always been in customer service, if you provide your customer with more than they asked and over deliver you have a customer for life. This has allowed us to grow not only through referral within our own community but also grown our business to where it is today.

Team Leaders



Shaun Lupton
CEO - Creative Director

With 10+ years of experience in the multimedia space, Shaun has expanded his reach and creative abilities into many platforms. Over the years he's worked with organizations such as CHP, Costco, Xerox, Motive Marketing, and Isabel Adrian.



Aaron Chance
Solutions Architect

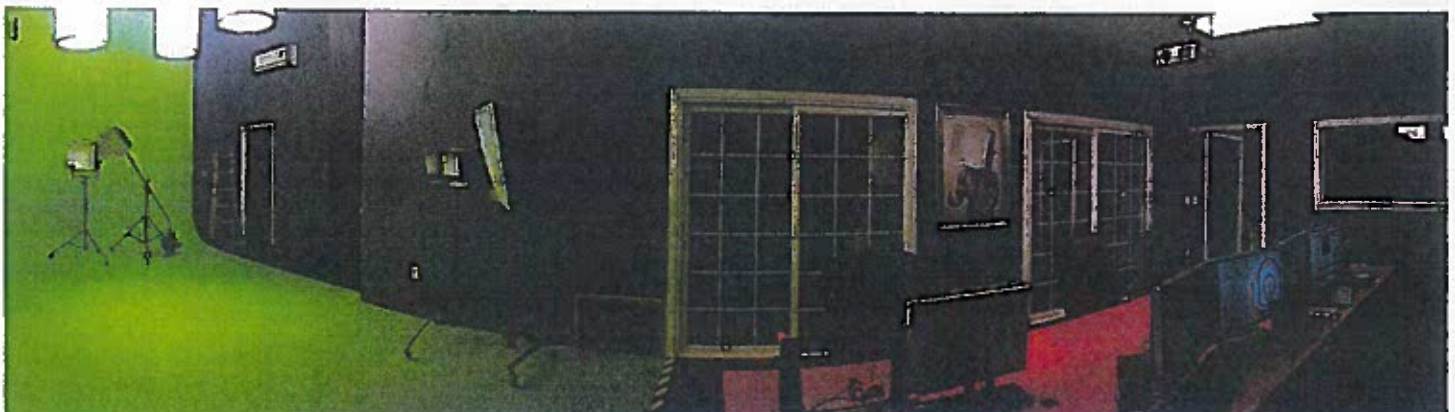
Aaron brings over eight years of development experience to the table. His knowledge and expertise provides great value leading new development and makes the transition from design to implementation seamless.



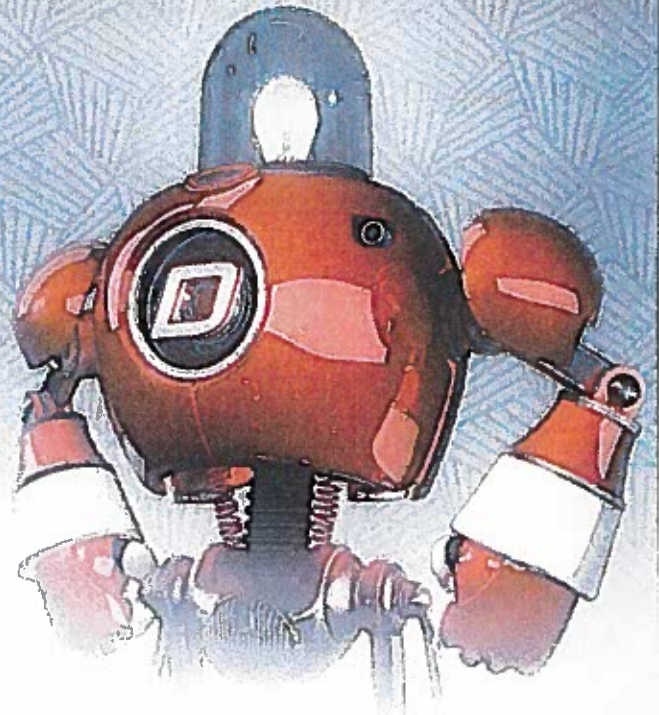
Elyse Mack
Project Manager

Elyse is the main project manager at Doodad Studios. Her attention to detail, work ethic, communication, and background in the web, 3d, and graphic design space leads projects to run on time and on budget.

Team Members



Doodad Difference



▀ What makes us tick!

Passion & Drive

We eat, sleep, and breath this stuff! It is our mission to keep up on the latest design and development trends in the digital arena. While what we do is considered just a "job" by many, we consider it to be a way of life.

Dedicated Team

Most of the bigger firms have their teams working on multiple large projects. With our smaller, close-knit group we can become hyper focused on your project because we don't stretch ourselves too thin. We challenge each other to think outside of the box and be innovative in our approaches, in order to create something amazing. We pride ourselves in being problem solvers, thinkers, and movers, while maintaining a "people first" culture.

More Affordable

One benefit that works in your favor is our location. Since our cost of living in the Roseville, CA area is less expensive than our Bay Area/Silicon Valley neighbors' we pass those savings onto our clients, which makes us a more viable option, especially for start-ups.

One Stop Shop

This term truly represents the CORE of our business. We made it our mission to provide services that cover all aspects of design, development, video, custom apparel, 3d animation, photography, Internet marketing, and motion graphics. We have two studios one in front of the other that cater to a client's every need at a high level.

Discovery / Development

TOWN OF LOOMIS | Proposal Breakdown

PROJECT DETAILS

Responsive Custom Website Design

We will be creating all the main pages for the site between 8-12 Pages. To keep costs down we will have the templates ready for interior pages so that client will be able to create new pages and upload there content accordingly. The site will be built on the Wordpress platform so you will have the ability to update content and Imagery from a CMS. We will train you how to use it once site is complete, it will give you full control to do most tasks on a website. The site will be Responsive so it conforms to all devices and will be dynamic. The site will be coded using the latest in HTML 5 + CSS + JQuery + Javascript and PHP. It will have a custom fresh design, look, and feel.

1. Site Build

a. Build site based on approved wireframe designs

1. Build site based on client-approved design
2. Site will use responsive methodology to ensure compatibility across all devices
3. Pre-population of placeholder Images and text data for layout purposes
4. Integrate Loomis CoC Google Calendar into site for read-only access (Cannot update or add events directly)
5. Integrate all in one SEO pack.

b. Responsiveness

- i. Site will adapt layout to fit on all devices (phone, tablets, desktop etc)

2. Design

- Reference LAcity.org
- Showing of Historical Photos
- Informational Site
- Sliders and accordion dropdown
- Simple Clean Design
- Interactivity with the local chamber

Project Estimate

\$5,000

continue ...

Discovery / Development

TOWN OF LOOMIS | Proposal Breakdown

PROJECT DETAILS

General Terms and Conditions

Process & Payment Structure

We ask for a 50% down payment (non-refundable) on the project total to begin your project. The remaining balance is due upon completion of project. We do not release or go live with project until final payment is received. We ask that all content is provided to us at the earliest convenience to not hold up project. Deadline beginning of August

50%

Down Payment

50%

Final Payment

Communication

Our time to complete your project is contingent on the speed of design approvals, time waiting for content, compiling imagery, and so on. The approvals of each milestone are key to hitting your/our estimated timelines. Going backwards after we have received an approval of a milestone will result in charges associated with the level of effort to make said changes at an hourly rate of \$75/hr.

Testing and Support

Discovery & Planning

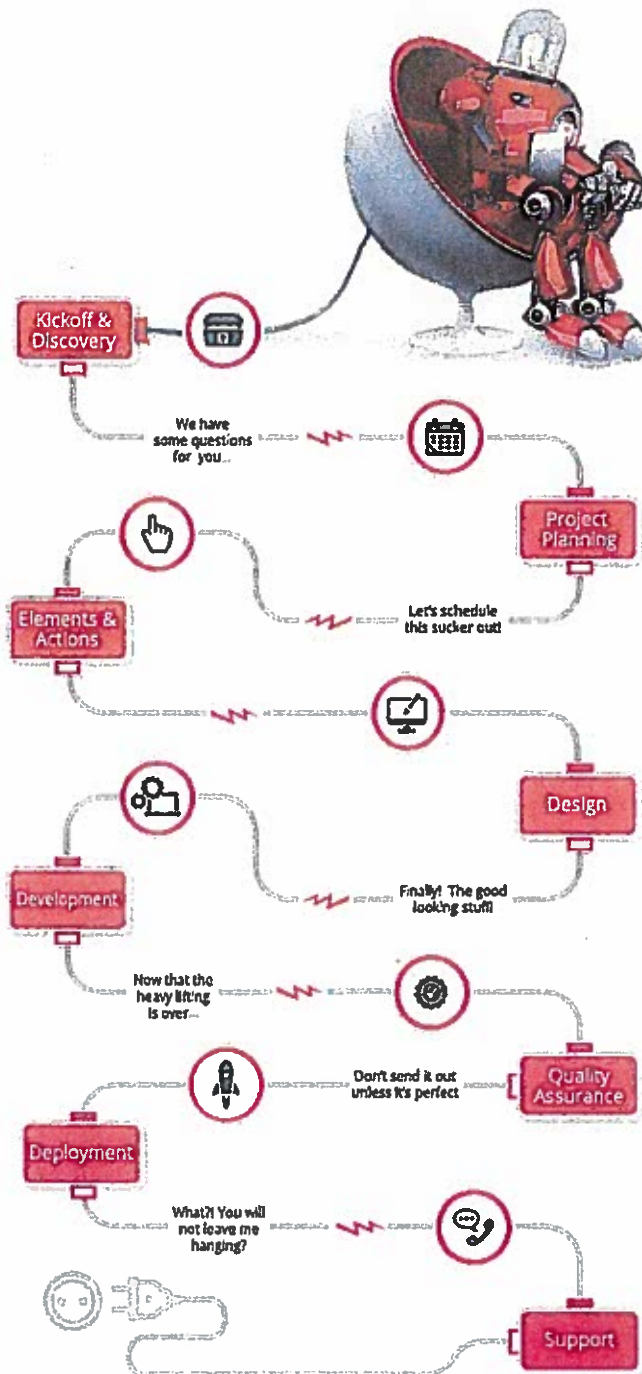
The discovery phase, to us, is one of the most important aspects of any project. Although a portion of discovery has been achieved through the App Design Request document and phone conferencing, a more information will be needed and detailed planning will need to commence.

Elements & Actions, Design, and Development

Here we come up with how it needs to function, what it needs to look like, and building the pieces to make it happen as pictured. Because this application will be natively built, we will discuss all possible options based on what we learn during the discovery phase.

Quality Assurance, Deployment, and Support

You want everything to work as it should, and so do we! Your success is our success and we make it our mission to see projects through to their completion.



Examples from Portfolio



 **SpeedGolf International**
www.speedgolfinternational.com

TASKS:

- Branding
- Responsive Website Design & Development
- Video Production and Editing
- Photography
- Score/Time Calculator
- Forms
- E-commerce
- Member Access
- Social Golfer Search
- User Panels
- Apparel Printing and Fulfilment



Examples from Portfolio



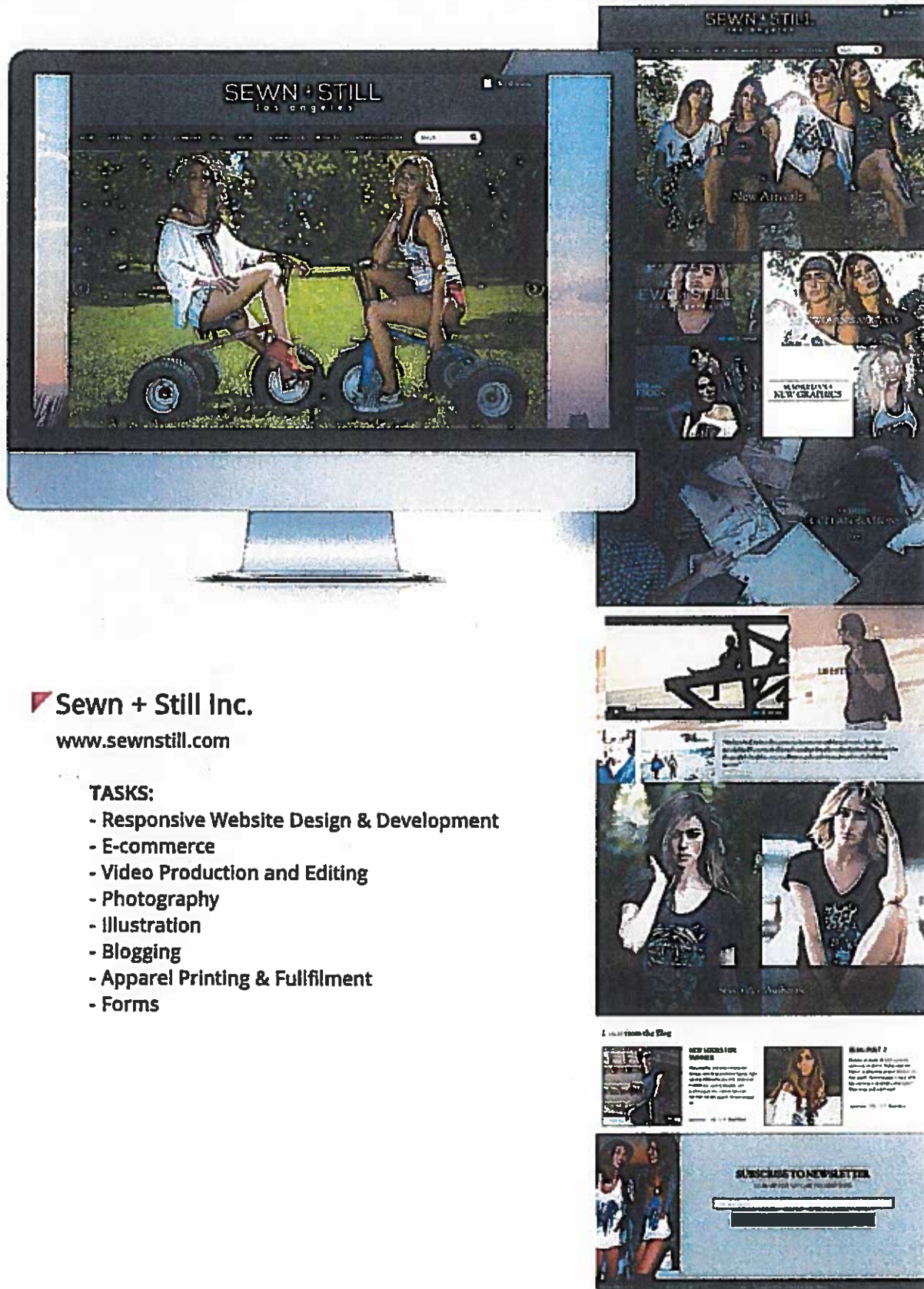
South Placer Municipal District www.spmud.ca.gov

TASKS:

- Responsive Website Design & Development
- Video Production and Editing
- Photography (Headshots)
- Calendar
- Forms



Examples from Portfolio



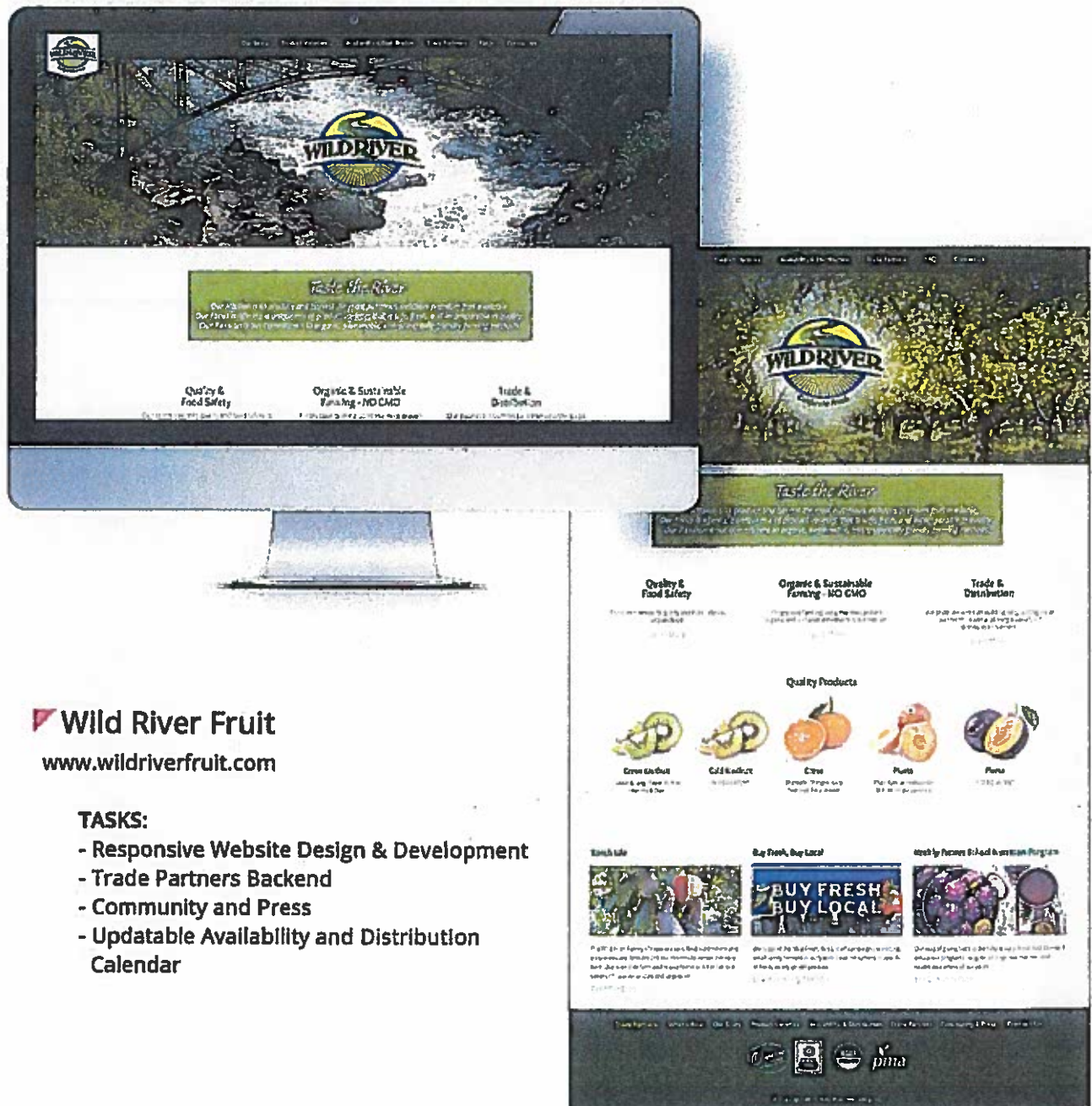
Sewn + Still Inc.

www.sewnstill.com

TASKS:

- Responsive Website Design & Development
- E-commerce
- Video Production and Editing
- Photography
- Illustration
- Blogging
- Apparel Printing & Fulfillment
- Forms

Examples from Portfolio



Examples from Portfolio



Client References

✓ Jim Hellborn - Hellborn & Associates,
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Town of Loomis Proposed Scope of Work

Web Site Development

Maintenance

Marketing

Authors

This document was prepared and authorized by: Yvonne Heimann - Owner, Ask Yvi

Signature:

A handwritten signature in black ink, appearing to read "Yvonne Heimann", with a horizontal line extending to the right.

Email:

yvonne@AskYvi.com

Valid till:

07/31/2015

Introduction

Ask Yvi is a local leading specialist offering web development, social media management services, consulting, and training. Our team specializes in the best user experience on your website, implementing proven SEO tactics for maximum return on searches, email automation, marketing solutions, products, and services on social media.

Purpose

To provide the Town of Loomis a proposal that meets the town's mission, vision and values which will provide its residents easy access to information, business with resources and visitors with a portal to the town.

The town of Loomis aims to give their visitors a seamless and easy to use experience throughout various screen sizes, from desktop to cell phone.

Ask Yvi uses a combination of state of the art web design that ensure the best user experience and Google searchability.

The “BIG” Picture

Ask Yvi believes this project is not just about building a website. “Build it and they will come” has not shown any success since internet became mainstream. This website, in combination with online outreach and search optimization can bring new businesses and visitors that appreciate our town.

Problem and Solution

Provide the service of website design addressing each area of concern, mentioned by the Town of Loomis team and additionally determined through research by Ask Yvi.

- Easy access – with mobile site navigation
- Branding
- Expansion of visitors to the site
- Framework or platform –speed – user experience
- Tools & Functionality
- Migrate content

Project Goals

- To provide the Town of Loomis with an up to date, robust and user enhanced website.
- Provide SEO to drive traffic and attract existing as well as new visitors.
- Providing residents with relevant information
- Give local businesses needed resources
- Showing visitors what Loomis is all about

Project Objective

- Top navigation, menu cleanup and organization
- Migrate content and quality review of the over 2.000 existing pages
- Bio, photos and contact form of/for the counsel (provided by the Town of Loomis))
- Staff pictures, contact form and biographies (provided by the Town of Loomis)
- "Icon" approach to visualize specific content areas for business, residents, etc. (see example <http://www.carlsbadca.gov/>)
- Google Analytics setup and implementation for site optimization
- Research key phrases for long term competition and potential
- Optimize page titles, images, headers, and content
- Create/submit sitemap to Google & Bing Webmaster Tools
- Add custom meta keyword descriptions for each page
- Content creation & strategic backlinking
- Marketing videos, images used from site and/or events
- Picture Gallery of Loomis and it's events
- Email newsletter integration
- Social Media and shareability integration
- Social media marketing to drive more traffic
- Monthly updates and security checks

Ask Yvi

8305 W Granite Drive, Granite Bay, California 95746 ~ 916-672-8828 ~ www.AskYvi.com ~
Yvonne@AskYvi.com

Timetable

A set timetable will be provided to ensure on time delivery of completed website.

Delivered to Client every month

- Monthly Report delivered by 7th of each Month
- Keyword & Phrases Current Rankings
- Competition Comparison
- Monthly Checklist of all SEO Work performed

Vendor/Partner Acknowledgement

- Our current site is not designed in WordPress and this is a redesign of that site
- Our current site is hosted with vqis.net and we would like to keep it there
- vqis.net will provide full cpanel access
- All logins will be shared with Ask Yvi
- All pricing depends on final agreed upon scope of work

Project Cost

The estimated costs for this project, at it's full feature list and premium services, is \$5,000/month. Any changes to the terms of service will require a written request and 30 days notice and agreed upon by both parties prior to any price adjustments. This pricing does not include advertising costs. Those costs can be provided under a separate proposal.

Terms and Conditions

Monthly management services are billed at the beginning of each month. Payment is due upon receipt. Checks or Chase QuickPay are the preferred method of payment, but credit card payment is available upon request at a 4% fee.

Additional explanation or description:

Responsive web design (RWD) is an approach to web design aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones).

Writing/Content Creation – Page setup, photos, and snappy writing for your website. We can set up and maintain your about page, services page and contact page, either on a one-time basis or on-going. ***All content will be provided to Ask Yvi by the Town of Loomis.**

Copy Editing – We are sticklers for grammar, spelling, and correct word usage. Did you write something and want another set of eyes to comb over it? That's one of our specialties. ***Charged at a rate of \$125 per hour and billed separately.**

Mailing List Management – Have a backlog of names to add to your mailing list? We can maintain your list to ensure accuracy.

Social Media Platforms – Staying current and fresh is important to your online presence. Stale Facebook content can send people straight to your competitors. The same is true of Twitter, Pinterest, Instagram and Google Plus. Strategic, varied content is the ticket to making sure you stay current and on your customer's radar. We will review your current social strategy and ensure that going forward your social presence is in alignment with your long term goals.